

Attachment 1

Clean Version of the Claims

1. In a web card system including at least a server having at least a database and a search engine, a privacy control system comprising:
 - a) means for storing web card information of a first user of the web card system in the database, wherein the web card information can be used to generate web cards having different versions corresponding to different privacy control levels;
 - b) means for storing a table comprising names of other users of the web card system and authorization codes, wherein each of the names of the other users in the table is associated with one of the authorization codes, and wherein different authorization codes are associated with different privacy control levels;
 - c) means for receiving an authorization code and a search request for web card information of the first user from a second user of the web card system;
 - d) means for searching for the name of the second user in the table and determining whether the authorization code received from the second user matches the authorization code associated with the second user in the table;
 - e) means for generating a web card of the first user corresponding to the version of the web card associated with the privacy control level that is associated with the authorization code of the second user; and
 - f) means for transmitting the generated web card to the second user.
2. The privacy control system of claim 1, wherein said means for storing web card information is part of said database.
3. The privacy control system of claim 1, wherein said means for storing a table comprising names of other users of the web card system and authorization codes is part of said database.

Claim 4 (canceled).

5. The privacy control system of claim 1, wherein said means for transmitting the generated web card is part of said search engine.
6. A method of controlling privacy in a personal web card system that includes at least a web card server having at least a database and a search engine, comprising the steps of:
- a) storing web card information of a first user of the web card system in the database, wherein the web card information can be used to generate web cards having different versions corresponding to different privacy control levels;
 - b) providing a table comprising names of other users of the web card system and authorization codes, wherein each of the names of the other users in the table is associated with one of the authorization codes, and wherein different authorization codes are associated with different privacy control levels;
 - c) receiving a search request for web card information of the first user and, optionally, an authorization code from a second user of the web card system;
 - d) if the search request includes an authorization code, searching for the name of the second user in the table and determining whether the authorization code received from the second user matches the authorization code associated with the second user in the table;
 - e) if the authorization code received from the second user matches the authorization code associated with the second user in the table, generating a web card of the first user corresponding to the version of the web card associated with the privacy control level that is associated with the authorization code of the second user; and
 - f) sending the generated web card to the second user.
7. The method of controlling privacy of claim 6, wherein if the search request from the second user does not include an authorization code, the web card server sends a limited access authorization code to the second user.

Claim 8 (canceled).

9. The method of controlling privacy of claim 6, wherein there are at least three versions of web cards corresponding to at least three levels of privacy control.
10. The method of controlling privacy of claim 9, wherein the three versions of web cards comprise a simplified version card for unknown searchers or searchers given limited access authorization, a regular version card for regular social and working contacts, and a detailed version card for family and close friends.
11. The method of controlling privacy of claim 10, further comprising a fourth web card version comprising emergency information including at least health, medical, insurance, and legal matters.
12. The method of controlling privacy of claim 6, wherein the web card system transmits from time to time web card information to designated users of such information in accordance with the authorization given to these users.
13. The privacy control system of claim 1, further comprising means for transmitting one or more authorization codes to the other users of the web card system.
14. The method of controlling privacy of claim 6, further comprising the step of sending one or more authorization codes to corresponding users of the web card system in the table.